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way, but it has asserted its right to veto and to overthrow—as in South Korea, Japan, Turkey, and Italy. What, then, can the West do?

What is the alternative to sitting back and resigning ourselves to the eventual communization of the world?

Perhaps it is significant that one possible answer has come from the world of commercial advertising. The advertising industry in the United States has succeeded in selling everything from automobiles to boats, from face soap to deodorants. Why shouldn't it also develop a formula for selling democracy?

The author of the program is Daniel H. Lewis, a 39-year-old San Francisco advertising executive. As a former Foreign Service officer, Mr. Lewis was face-to-face with Communist propaganda in action in Iraq. He was also face-to-face with the utter incapacity of conventional diplomatic machinery to nail the Communist lie.

SO IN A dramatic full-page newspaper ad directed to Vice President Nixon — the probable Republican nominee for President—Mr. Lewis outlined a detailed program for action.

In essence, the Lewis plan is threefold:  
▶ Create a Federal agency charged with the responsibility of deterring and defeating Communist propaganda throughout the world.

▶ Use every advanced psychological technique already known to the advertising industry—complicity, continuity, repetition.

▶ Identify "Peace" and "Ban The Bomb" organizations as Moscow-controlled.

▶ Conduct a sustained, determined effort to tell the entire world the truth about Communism.

▶ Utilize the same devices that international Communism has found to be effective — parades, speeches, demonstrations, pamphlets, posters, slogans.

▶ Enlist the services of foreign

## CPYRIGHT To Win The War Of Words

IN THE HEAT of the 1952 presidential campaign, Mr. Eisenhower and his lieutenants began speaking of a policy of liberation as a substitute for the Truman policy of containing international Communism. Containment, it was argued, was a sterile doctrine of despair. In pursuing containment, the West was telling the world that it was resigned to Communist domination of a vast part of the globe.

In 7½ years, however, the Eisenhower administration has found no suitable tools for carrying a policy of liberation into effect — short, of course, of actual war.

CONTAINMENT HAS succeeded in forestalling any military advances on the part of the Communist world; but it has failed to roll back the Communist tide, and, more important, it has failed to deal effectively with the unending threat of Soviet infiltration and subversion of the sort that has made Cuba an effective Soviet satellite and converted the Near East into a potentially explosive trouble spot.

Dr. Charles Malik of Lebanon, former president of the United Nations General Assembly, spoke of these things in a now-celebrated address in Williamsburg, Va., last month. "The simple fact that the free world has not succeeded in 40 years in pushing back the tide of Communism by one inch from where it really got political control," he said, "leaves the strong impression that we are dealing here with an irresistible and irreversible thrust which will inevitably inherit and transform in its own image all the kingdoms and cultures of the earth."

### DAILY THOUGHT:

*The world is not so much in need of new thoughts as that when thought grows old and worn with usage it should, like current coin, be called in, and, from the mint of genius, re-issued fresh and new.*

—Alexander Smith

"Merely holding the line," Dr. Malik also said, "is patently not enough. This was the error of the doctrine of containment. It is a passive, defensive, unchallenging policy; and such a policy, except as a necessary first step, is doomed to failure; firstly because this is a dynamic universe; secondly because you are dealing with the most aggressive enemy who will always swirl around and underneath and above all your containing devices; thirdly because a merely defensive or containing attitude means that you are so fat and satisfied yourself that all you wish to

achieve is to get away with your own skin . . . The Communists never tire of assuring the rest of the world that 'peaceful coexistence' only means that they will realize their unalterable aim of communizing the world without war, and that where they do not succeed in this, they will keep in mind the possibility of nonpeaceful means. They are therefore absolutely determined to dominate the world with or without war."

MUCH of international Communism's domination stems from actual military occupation in the closing days of World War II—as in Poland, East Germany and the other parts of Eastern Europe.

Much of it stems from civil war—as in mainland China.

Much of it stems from political subversion—as in Cuba.

And now Communism has found a new weapon—the mob. The mob is not able to rule in a conventional